

## Method and System for Integrated Online Shopping

### ABSTRACT

- 5 The method and system of the present invention provides a comparison shopping experience that enables online shoppers to shop online confidently and conveniently, knowing that they are getting the best deal for a product/service based on online comparison information about both online and offline providers of a product/service. The system and method of the
- 10 present invention provides a multi-channel search result, an integrated list of online and offline providers, and comparison information about providers of a selected product or service. Thus, the system and method of the present invention saves shopping time for bargain-seeker shoppers, attracts more physical product/service retail outlets to join online shopping services, and
- 15 retains the existing online product/service providers.